

# **SAN MATEO AVENUE CONCEPTUAL STREETScape PLAN**

Item 8a. Report on San Mateo Avenue Conceptual Streetscape Plan

---

**City Council Study Session**  
September 24, 2019

**Darcy Smith,**  
**Community & Economic Development Director**

# Agenda

- I. Objective
- II. Background
- III. Community & City Engagement Sessions
- IV. Planning Commission Review
- V. Consultant Presentation – Jacob Tobias, WRT
- VI. Questions

# Objective

- Receive report and provide feedback to staff on the draft Plan



# Background

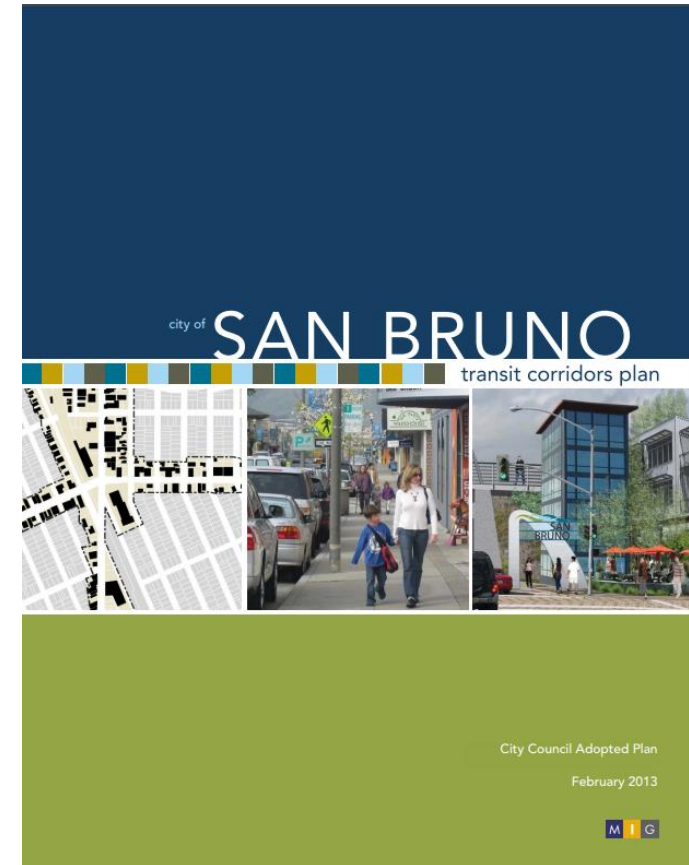
# Background

## San Bruno General Plan



ADOPTED MARCH 24, 2009

***“Downtown...  
the symbolic heart of the city.”***



**“short-term plan  
implementation  
action item”**

## Background 2009 General Plan

*The General Plan* envisions to promote San Mateo Avenue as the symbolic heart of the city through implementation policies to **improve the visibility and appearance of the downtown**, **expand the streetscape amenities**, **beautify the street**, place **clearly marked crosswalks** and **upgrade the appearance of the downtown** with **combined efforts of the City, merchants and property owners**.





# Purpose of a Downtown Streetscape Plan

- Comprehensive plan and vision for the streetscape with a unifying sense of place and Downtown identity
- Improve the street's visual character, sustainability, and safety for a positive experience
- Spurs economic revitalization
- Foundation for future funding decisions about civic investment
- Requirement for private property owners with development projects



# Key Characteristics of a Streetscape Plan

Consistent Streetscape



Cohesive Identity



Improved signage

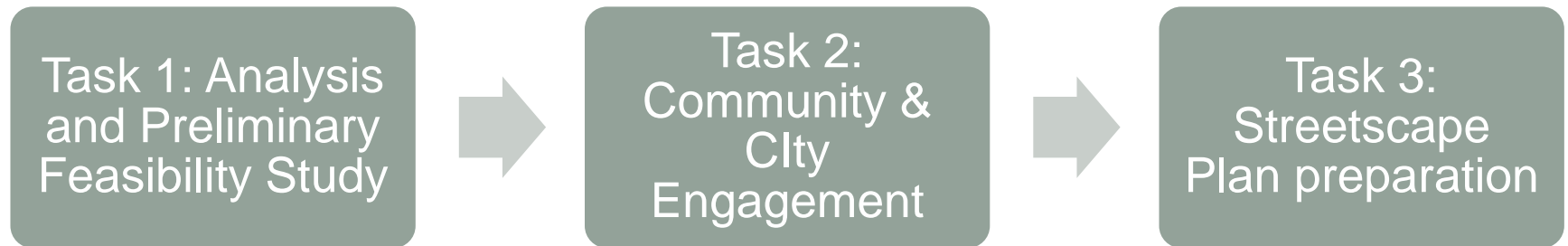


Safer Sidewalks





# Project Workflow



# Community and City Engagement Sessions



## Community and City Engagement February to May 2019

- Community Engagement Sessions
  - Walking workshop
  - Drop-in Pop-up Event
  - Community Meeting
  - Stakeholder Meetings (2)
  - Online Survey
  
- City Commission and Committees
  - Culture & Arts Commission
  - Parks & Recreation Commission
  - Bicycle & Pedestrian Advisory Committee

# Planning Commission Review

# Planning Commission Meeting #1

May 7, 2019

Initial input on the conceptual designs:

- Recommended adding more trees and signage
- Supported preserving and building upon the family oriented character of the downtown
- Supported installing more art



# Planning Commission Meeting #2

August 20, 2019

Final input on the conceptual streetscape plan:

- Centennial Plaza Design
- Art and Aesthetics Expression - Warmer materials palate with added color
- Lighting
- Street Branding
- Pick up and Drop off Locations

## Desired Streetscape Outcome

The result of the community engagement process sets a vision for the design of the San Mateo Avenue which is **simple and elegant**, has **activated paseos** and more **public spaces**, better street trees, **unified street features**, enhanced pedestrian safety, better and more way finding signage and a **unique identity**.



Consultant Presentation  
Jacob Tobias  
WRT